



CENTER FOR REGIONAL- OG TURISMEFORSKNING

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Jie Zhang

Position: Senior researcher

Education: PhD in economics, Institute of Economics, University of Southern Denmark

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Field of research and activities

Have been working on Danish inter-regional macroeconomic model, SAM-K and LINE® for about 20 years. SAM-K (social accounting matrices for municipalities) is the database; and the LINE model is based on the Leontief's input-output structure with sector multiplier from supply side and Miyazawa's inter-relational income multiplier from demand side.

I am actively involved in developing and use of Danish regional economic models - LINE. I am responsible for developing regional tourism satellite account for Denmark and regional tourism impact analysis.

My main tasks in the model groups have been focused on regional economics, specially focusing on tourism and transport economics. World known methods for accounting transport and tourism expenditure is using satellite accounts. I have been function as both senior researcher and senior consultant for Danish national tourism organization, Visit Denmark.

Higher education:

March 1997: Ph.D. in economics, University of Southern Denmark.

June 1989: M.A. in economics, Dongbei University of Finance and Economics, China.

Current and recent positions:

January 2007: Senior researcher at Center for Regional and Tourism Research;

December 1999-2006: Senior researcher at Institute for Local Government Studies (AKF);

June 1996-1999: Researcher at Center for Regional and Tourism Research.

Leadership of research projects (selected):

- Regional tourism satellite accounts – RTSA, financed by VisitDenmark (Project leader, 2003-2016);
- Regional tourism impact analysis at municipality level, financed by VisitDenmark (Project leader, 2007-2016);
- Assessing the economic importance of meetings activities in Denmark, financed by Visit Denmark (Project leader, 2011 or 2017);
- Regional environmental impact of tourism, financed by Visit Denmark (Project leader, 2010-2011);
- Assessing the economic importance of cultural institutions, financed by Copenhagen University (Project leader, 2010-2011);

- ATTREG - The Attractiveness of European regions and cities for residents and visitors – EU ESPON Applied Research 2013/1/7, financed by ESPON (participation, 2010-2013)
- Traffic model and forecasting for Bornholm, financed by Transport ministry, Denmark (Project leader, 2013-2014)

Academic networks:

- Member of UNWTO network for regional tourism satellite accounts (INRouTe)
- Member of European regional science association (ERSA)
- Member of International Input-Output Association (IIOA)

Selected recent publication (2010-2016)

Zhang, J. & Enemark, A. E. (2016): Factors Influencing Business Performance in Hotels and Restaurants. *Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT)*, Volume 5, Issue 1, March 2016, 1-20.

Zhang, J. og Jensen, C. (2016): *En introduktion til multiplikatorer inden for turisme og dansk praksis på området*. København: Center for Regional- og Turismeforskning.

Jensen, C., & Zhang, J. (2016): Trade liberalization, tourism. In Jafari, J. and Xiao, H. (eds.): *The Encyclopedia of Tourism*. Springer Publisher.

Zhang, J., & Jensen, C. (2016): Comparative advantage, tourism. In Jafari, J. and Xiao, H. (eds.): *The Encyclopedia of Tourism*. Springer Publisher.

Zhang, J. (2015): Business Tourism. In Cater, C., Garrod, B. and Low, T. (eds.): *The Encyclopedia of Sustainable Tourism*. CABI, Oxford. p. 61.

Zhang, J. (2015): Meetings, incentives, conferences, and exhibitions (MICE) tourism. In Cater, C., Garrod, B. and Low, T. (eds.): *The Encyclopedia of Sustainable Tourism*. CABI, Oxford. p. 327.

Zhang, J (2014): Assessing the Economic Importance of Meetings Activities in Denmark, *Scandinavian Journal of Hospitality and Tourism*, Vol. 14, No. 3, 192-210, <http://dx.doi.org/10.1080/15022250.2014.946225>

Zhang, J. (2014): Tourist attraction development in Denmark and its impact on regions, *Management Studies*, Volume 2(4): 254-268.

Jensen, C., & Zhang, J. (2013). Trade in tourism services: Explaining tourism trade and the impact of the general agreement on trade in services on the gains from trade. *The Journal of International Trade & Economic Development*, 22 (3), 398-429.

Zhang, J. and Camilla Jensen (2012): 'Comparative Advantage: Explaining Tourism Flows' as Chapter 18 in book: *Competitiveness and Tourism (2012)*, edited by Geoffrey I. Crouch, J. R. Brent Ritchie, Edward Elgar Publishing (re-printed from article published in *Annals of Tourism Research (2007)*).

Zhang, J. & Hedetoft, A. (2011): Tourism Satellite Accounts and Tourist Consumption Patterns in Denmark, *Økonomi og Politik*, 84 (4), 25-39.

Madsen, B. & Jie Zhang (2010) Towards a New Framework for Accounting and Modelling the Regional and Local Impacts of Tourism, *Economic System Research*, 22 (4), 313-340.

Publication including conference papers (2005-2016)

Feldthus Andersen, L. & Zhang, J. (2016): Economic effects and policy implications of reducing VAT rates in hotel sector in Denmark – who and what benefits? *The 25th Nordic Symposium on Tourism and Hospitality Research*. September 2016, Turku, Finland.

Zhang, J. & Marcussen, C. H. (2016): Shared economy accommodation services in coastal vs. city destinations in Denmark. *The 25th Nordic Symposium on Tourism and Hospitality Research*. September 2016, Turku, Finland.

Zhang, J. & Enemark, A. E. (2016): Factors Influencing Businesses Performance in Hotels and Restaurants. *Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT)*, Volume 5, Issue 1, 2016.

Jensen, C., & Zhang, J. (2016): Trade liberalization, tourism. In Jafari, J. and Xiao, H. (eds.) *The Encyclopedia of Tourism*. Springer Publisher.

Zhang, J., & Jensen, C. (2016): Comparative advantage, tourism. In Jafari, J. and Xiao, H. (eds.) *The Encyclopedia of Tourism*. Springer Publisher.

Zhang, J. (2015): Business Tourism. In Cater, C., Garrod, B. and Low, T. (eds.) *The Encyclopedia of Sustainable Tourism*. CABI, Oxford. p. 61.

Zhang, J. (2015): Meetings, incentives, conferences, and exhibitions (MICE) tourism. In Cater, C., Garrod, B. and Low, T. (eds.) *The Encyclopedia of Sustainable Tourism*. CABI, Oxford. p. 327.

Zhang, J. (2014): Assessing the Economic Importance of Meetings Activities in Denmark, *Scandinavian Journal of Hospitality and Tourism*, Vol. 14, No. 3, 192–210, <http://dx.doi.org/10.1080/15022250.2014.946225>

Zhang, J., Willadsen, H., Rich, J. and Madsen, B. (2014): Price elasticity on a ferry route, tourist flows and their impacts on an island economy, paper presented at International Conference on Tourism Transport and Technology at the University of Brunel, 1-3 August 2014, London.

Zhang, J. (2014): Tourist attraction development in Denmark and its impact on regions, *Management Studies*, Volume 2(4): 254-268.

Zhang, J. and Andersen, L.F. (2014): De samfundsøkonomiske effekter af Folkemødet på Bornholm 2014, CRT udgivelser.

Zhang, J. and Willadsen, H. (2014): Model based transport analysis for Bornholm – forecasting of population, commuters and tourism flows to/from Bornholm via Danish regionalized transport model, Centre for Regional and Tourism Research.

Zhang, J. (2013): Terms 'Business Tourism and MICE Tourism' in *The Encyclopedia of Sustainable Tourism*, published by CABI.

Madsen, B. & Zhang, J. (2013): Regional impacts of export jobs, the Miyazawa extended demographic model revisited, paper presented to the 21th International Input-Output Conference of the International Input-Output Association, July 9 - 12, 2013, Kitakyushu, Japan

Zhang, J. & Madsen, B. (2013): Tourism satellite accounts and modeling for business tourism-case of Denmark, paper presented to the 21th International Input-Output Conference of the International Input-Output Association, July 9 - 12, 2013, July 9 - 12, 2013, Kitakyushu, Japan

Jensen, C., & Zhang, J. (2013): Trade in tourism services: Explaining tourism trade and the impact of the general agreement on trade in services on the gains from trade. *The Journal of International Trade & Economic Development*, 22 (3), 398-429.

Hedetoft, A. & Zhang, J. (2013): Turismesatellitregnskab for Bornholm, 2011, Centre for Regional and Tourism Research.

Zhang, J. and Jensen, C. (2012): 'Comparative Advantage: Explaining Tourism Flows' as Chapter 18 in book: *Competitiveness and Tourism (2012)*, edited by Geoffrey I. Crouch, J. R. Brent Ritchie, Edward Elgar Publishing (re-printed from article published in *Annals of Tourism Research (2007)*).

Madsen, B. & Zhang, J. (2012): The ATTREG-future model Documents and Applications, Chapter 8 in: *ATTREG The Attractiveness of European regions and cities for residents and visitors Applied Research 2013/1/7 Scientific Report | Version 31 December 2011*

Zhang, J. & Hedetoft, A. (2012): *Tourism on Islands – a way to Economic Development?* ISISA Publication: Island of the World, Centre for Regional and Tourism Research.

Zhang, J. (2012): *Assessing the Economic Importance of Meetings Activities in Denmark*. 5th Global Event Congress: *Advances in Event Management Research and Practice*, 13-15 June, 2012, Stavanger, Norway.

Zhang, J. (2012): *Attraction Development in Denmark and its Impact on Regions*. 6th World Conference for Graduate Research in Tourism, Hospitality and Leisure, conference proceedings pp 1126 -1142. 24-29 April, 2012, Fethiye, Turkey.

Zhang, J. & Hedetoft, A. (2011): *Tourism Satellite Accounts and Tourist Consumption Patterns in Denmark*, *Økonomi og Politik*, 84 (4), 25-39.

Madsen, B. & Jie Zhang (2010) *Towards a New Framework for Accounting and Modelling the Regional and Local Impacts of Tourism*, *Economic System Research*, 22 (4), 313-340

Zhang, J. (2010): *Regional Environmental Impact of Tourism – Linking the regional tourism satellite accounts and the regional environmental accounts within the Danish regional model framework*, paper presented at the 18th International Input-output Conference, Sydney, Australia, June, 2010

Hedetoft, A. & Zhang, J. (2010): *Regionaløkonomisk Analyse af Turismen på Bornholm, Rapporten af Turismebarometre for Bornholm*, september 2010.

Zhang, J. (2008): *Regionalized Tourism Satellite Accounts for Denmark: Methodology and Results*, Paper presented at the UNWTO conference: "Knowledge as value advantage of tourism destination", Malaga, Spain, 29-31 October 2008.

Zhang, J. & Jensen, C. (2007): *Comparative Advantage Explaining Tourism Flows*, *Annals of Tourism Research*, 34 (1), 223-243.

Zhang, J., Madsen, B. & Jensen-Butler, C. (2007): *The Regional impact of Tourism – the Case of Denmark*, *Regional Studies*, 41 (6) 839-853.

Marcussen, C. H. & Zhang, J. (2007): Comparing tourist motives, activities and satisfaction between first-time and repeat visitors in Denmark, paper presented at the 16th Nordic Symposium in Tourism Research, September, 2007, Helsingborg, Lund University, Sweden.

Zhang, J. & Marcussen, C. H. (2007): Tourism Motivation, Market Segmentation and Marketing Strategies, paper presented at 5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research, June, 2007, Charleston, South Carolina, USA.

Lundtorp, S., Zhang, J. & Madsen, B. (2005): Labour Market in Storstrøms Amt. AKF publication.

Zhang, J. (2005): Documentation on Regional Tourism Satellite Accounts in Denmark, AKF forlaget, 2005.